

# **CALIFORNIA CHILDREN & FAMILIES COMMISSION**

**Thursday, February 17, 2000  
Sierra Health Foundation  
Bannon Island Room  
1321 Garden Highway  
Sacramento, CA**

## **I. Call to Order.**

Chairman Rob Reiner called the meeting to order at 9:45 a.m.

## **II. Roll Call.**

Present were Commissioners Kim Belshe, Sandra Gutierrez, Susan Lacey, Bob Ross, Patricia Siegel, Louis Vismara, Ed Melia and Chairman Reiner.

Staff Present: Jane I. Henderson, Ph.D., Executive Director; Joe Munso, Chief Deputy Director; Emily Nahat, Deputy Director for Program Management; Marc Brandon, Contracts Analyst; Lupe Almer, Staff Services Analyst.

## **III. Approval of Minutes, January 20, 2000 State Commission Meeting and November 18, 1999 State Commission Meeting.**

Corrections to the minutes: on page 13 the name of Frank Furtek should be replaced by Dr. Bruce Fuller. On page 19 the word "centralizing" should be substituted with "incentivizing". On page 17, first paragraph the BSM4 should read DSM4; "possibly modal family" should read, "model family"; on page 22 under Public Comment, the correct name should read Margaret Szczepaniak.

Commissioner Gutierrez moved, seconded by Commissioner Vismara to approve the January 20, 2000 minutes with the corrections as noted. The motion passed unanimously.

## **IV. Report from Local County Children & Families Commissions.**

Commissioner Ross handed Chairman Reiner the San Diego County Commission Plan, acknowledging the leadership and work of Gloria Bringelson.

Beth Goodland-Jones, Chair of the El Dorado County Commission and faculty member of the UCD Medical Center in the Department of Psychiatry reported that her Commission is up and running with a complement of nine members meeting in Placerville. El Dorado County and has two areas of focus. One is the western slope with the Highway 50 corridor running through it.

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Problems and concerns in that area includes suburban development plus a number of small isolated communities. Other problems exist in the South Lake Tahoe area, particularly since there is a 24-hour community there with significant attendant concerns for young children and their families. A draft strategic planning process chart has been produced. She informed the State Commission of her county commission's efforts in the community. Three focus groups have been formed in the workshops with emphasis on the healthy child, strong families and the ready-to-learn. She reported there were some concerns on how to implement integrated systems in the spread-out county, as well as concerns about medical services. There is no dental health service for children on Medical and only a very limited number of medical providers under Medical. She was hopeful that discussions with prop 10 will help the county commission to encourage providers as well as to learn how to partnership with the limited services available to better access families. It is anticipated that a Plan will be available by the end of the summer. At present the work is progressing on the needs assessment and the work group assessments. A day-long workshop is being planned for June.

Roger Dickinson, Chairman of the Sacramento County Board of Supervisors and Chairman of the County Proposition 10 Commission, welcomed the State Commission to his county. Mr. Dickinson explained the make-up of his commission and the way it works. Progress has been deliberate and productive, engaging consultants to assist in developing the commission's vision and the strategic plan. Early next month an extensive series of community engagement efforts will begin, including community forums and traditional and non-traditional outreach methods in order to reach not only those who find their way to public forums, but to also engage those who typically are not included in the governmental policy development process. No focus has been set as yet on particular programs, however, from the standpoint of the County of Sacramento, pilot programs have been developed with respect to home visitation as well as a number of other efforts. In addition, last week the county commission hosted a regional meeting of representatives of Prop 10 commissions from counties throughout the area, stretching from Solano to Yuba and Sutter, who gathered in Sacramento to share views, thoughts and ideas thereby possibly affording significant opportunities for a combination of resources on a regional basis. These joint meetings will be continued on a regular basis. Mr. Dickinson anticipated having the strategic plan developed and adopted by mid summer, for possible allocation of funds by the fall. There was a deliberate effort made to proceed prudently in order to make sure that the money will be spent as best as possible. The Sacramento Commission is very active and committed which will translate into an ability to do some very significant things on behalf of children and families in Sacramento County.

Commissioner Vismara commented that it was one of the most instructive, informative and exciting afternoons he has spent attending the joint meeting. The process of people actually sharing their ideas and starting the dialog is exciting and deserves full support of the State Commission.

Lois Wolk, representing the Yolo County Commission, which includes the University of California Davis, reported that her commission will be receiving an estimated \$2.5 million per year. The commission, consisting of nine members, began meeting last July. The executive director was hired

last November plus a consultant was hired to help develop the plan. It is anticipated that the plan will be completed by the beginning of June with the distributing of funds by early summer. Ms. Wolk reported having been invited, along with eight other counties, by the University under the auspices of the Public Policy Institute to participate in the Civic Engagement Project, thus enabling the commission to increase its public outreach and making certain the plan is truly an inclusive plan that will reach out to all segments of the community, particularly those that are under-and unrepresented. There are five foundations that have agreed to provide funds to make certain that the commission's process is inclusive and broad, freeing up more money at the local level for direct service. A partnership was entered into as well with United Way in their Success By Six program. The planning process has started, meetings were held all over the county. As part of the outreach process there was a Children's Summit focusing on the issue of evaluation. There is participation with the regional neighbors in trying to put together advocacy on issues that individually may not receive the same voice. She cited home visitation programs as an example of the advocacy and explained how difficult it is to find public health nurses. Another major issue is transportation, how to get people to services, which is a good example of regional cooperation.

Chairman Reiner agreed that the Home Visitation programs may be one of the programs that could be successful and that there should be an ongoing dialog about that. The State Commission could certainly help fill that gap in that area, because many of the strategic plans mention this expensive program.

Jeanne Soils, representing Nevada County informed the Commission that the Strategic Plan has been submitted and that \$ .5 million will be allocated in the beginning of March. As a long-term policy person, coming from Washington State and having observed the Prop 10 issue on a talk show, Ms. Soils was convinced that this would be a chance for California to make a policy difference in outcomes for children and took the job in the belief this would make a difference. Ms. Soils explained how the Nevada County Commission was able to accomplish their goals. Assessment is one of the major components of the process and in the immediate future a pre-kindergarten assessment will be on track in order to obtain a geographical and program-wise target, working in tandem with community experts to perfect the County Commission's score card by June. Lessons learned were that conversations are occurring between new professions that did not occur before. The planning process also affirmed the State focus areas that are in the Legislature and in the guidelines. It is very hard and costly in small counties to get service up and running. In those small counties services simply do not exist, such as mental health services for abused children or there is only one dentist that will take Medical. Ms. Soils expressed the hope that in the future, the State Commission will act as a voice for children in the State policy-making process. State policy often conflicts with what is know to be the well being of children. She pointed to AB-212, which is on the books, but not funded; Asthma inhalers for infants are often not funded by Medical; plus a whole host of other state policy issues. She urged the State Commission to speak out on some of these issues and formulate a policy approach without being seen as speaking for a particular service industry.

Chairman Reiner stressed that as a body, the State Commission could be a voice for children and this is very much on everyone's mind. Policy makers do not wish to be inundated with problems, they need to be focused on solutions. The collaboration between the State body and the public out there is exciting in that it comes up with innovative and creative solutions that really work at the local level. Those visions need to be formulated and implemented into real programs.

Commissioner Vismara inquired into the size of Nevada County and how many children under 5 are residing there. Ms. Soils explained that there are about five thousand children in that age group with about one thousand being born every year.

Richard Burton, representing the Placer County Commission briefly explained the county's geographic boundaries. The county commission has seven members, meeting on a monthly basis, tying that in with family resource center groups, affording an opportunity that way for all the members to also attend the Prop 10 meeting, seven different community forums have been set up throughout the county emphasizing information gathering along with intervention. The focus of the Placer County Commission is on a different goal than the Prop 10 Commission. The end of April will see a strategic planning conference bringing together all the different thoughts with the goal of completing the Plan by the first of June, enabling the county commission to start implementing the plan by July. The commission is trying to impact in a lot of different areas in the county, tie into the infrastructures that are already there and look forward to a better world in Placer County as a result of the process.

#### **V. Report from the Office of the Attorney General: Safe from the Start Conference.**

Kathy Jett, Director of Crime and Violence Prevention of the Office of the Attorney General presented the State Commission with a report on the Safe from the Start Conference, which is designed to explore the effects of violence on young children and promising practices for local prevention efforts. The Attorney General's office has several functions. One is principally being the attorney for the Governor, and, secondarily, it supports local law enforcement in a variety of different ways. The aspect of Crime and Violence Prevention is to try and address problems earlier on so that children and youth do not end up in the criminal justice system, which is predominantly the interest in presenting the Safe from the Start initiative in California. Ms. Jett gave an overview of the history of the initiative from its inception. On May 17 there will be a one-day conference convened and funded by the federal government. The objective for the May 17<sup>th</sup> event is to kick off Safe from the Start in California. A multi-faceted strategy has been developed, leading off with a major conference in Los Angeles on the 17<sup>th</sup> and viewed as a call to action. This ideally should be followed up with six regional community seminars or planning events, bringing together government officials and local elected officials all to hear the same kind of information, to look at the resources in their community, to make an assessment of what they have and what they need. The third prong of the initiative is to actually then follow up in those communities, provide technical assistance and to develop a report that will demonstrate how the counties see their capabilities in responding to young children who are exposed to violence and what they assess as

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their needs. One of the partners in this effort is the CCS and they will be assisting in convening the local leaders across the state. Ms. Jett emphasized that the efforts of her office are linked to the efforts of the Prop 10 Commission in terms of outcomes for children and would like to incorporate the State Commission's name as a sponsor of the Safe from the Start event.

Jane Henderson noted the consistency of Ms. Jett's comments with some of the themes that were discussed at the workshop, both in terms of the obligation and the responsibility the State Commission has to be a part of the very broad effort to change community norms. Certainly, one of the fundamental norms in the community should be that children are raised in a safe and nurturing environment. This would be a wonderful opportunity for the Commission to further its responsibilities on both fronts, working with the Attorney General's office and others. Ms. Henderson inquired into the resources that have been identified to date by the AG and their partners as necessary for taking this project to the second stage after the May conference.

Ms. Jett indicated that the second stage was viewed as the most important stage, but that they were running into barriers and challenges. There are a number of foundations that are very interested in this area of research and have approached the AG's office for meeting the funding. It is anticipated that it will take about \$300 to \$350 thousand to bring the goals of this event full circle. A number of foundations are clamoring to give money, however, there is a unique authority that the AG office has that no other state agency has, and that is the AG oversees foundations, which creates a conflict of interests for Safe from the Start to accept foundation funds. This presents a challenge, especially since currently there are no resources to put the second phase in place. In this regard Ms. Jett approached the Commission because her research has indicated that this event must be a government-funded event. In return, the AG will lend this event a lot of credibility, bringing DA's to the table as well as the law enforcement partners. The first priority is trying to seek funding from government partners, at least at the level of \$300 thousand, to go out to six regional forums. A second alternative, though less appealing, would be for the AG to walk away from the second phase in order for the partners to then seek foundation funding for taking it to the community level. This is an important primary prevention effort and the AG does not want to see these kids ending up in the Youth Authority any longer.

Commissioner Vismara noted that Legislation has just been enacted a few days ago to establish a Joint Committee on Mental Health Reform and due to the correlation between mental health and domestic and child abuse this might also be a potential important partner at the state level. Commissioner Ross commended the AG's office for taking a pro-active, preventive public health approach to sorely needed violence prevention in this state. He indicated his support.

Commissioner Siegel suggested to dovetail this to one of the grants made in the last meeting, which is to match the Governor's Childcare Safety Initiative and hoped that at the conference there will be an opportunity for a workshop where the State Commission could explore this issue. This presents a wonderful opportunity and the proposal is really important in order for the Commission to set a framework in which the Commission could welcome and review other projects as well.

This presents a unique opportunity for the Commission to work with the AG on the regional conferences and to engage and involve the regional commissions.

Chairman Reiner informally polled the Commissioners regarding their feelings about the concept of entertaining these kinds of ideas when it directly affects the Commission's objectives and goes to the strategic results. In context of the discussion at the workshop, one of the areas that the Commission talked about was the importance of partnerships. Chairman Reiner then recused himself from arriving at a decision since he is participating in the May 17<sup>th</sup> conference and would obviously be in support.

Commissioner Melia pointed out that he has worked with Kathy Jett before and now that an effort has been undertaken called Shifting the Focus, a Cooperation between Justice and Human Service Agencies, dozens of different departments and programs are being brought together in order to collaborate on issues. Human Health & Human Services is working towards participating in this event regionally and he noted that another funding decision made by the State Commission supporting this effort was putting money into the Zero to Three Mental Health initiative and he would totally support this idea.

Commissioner Vismara offered his emphatic and passionate yes to whatever endeavor the Commission and staff could offer, in that Prop 10 would be a major partner or co-sponsor. Commissioner Gutierrez noted this would present a wonderful opportunity with the caveat that it is exceptional in terms of timing and process. Although not opposed to supporting this project, she cautioned to have the standards and policies as to what will be funded and how, put it in place and disseminated to everybody that might have an interest in receiving this type of support as well. It is important not to violate the rules and policies set up for future funding for similar type of endeavors.

Ms. Jett offered to submit a proposal to the State Commission, outlining the goals, objectives and funding for the project. Commissioner Lacey urged to build on Attorney General Lockyer's magic program of going into the communities, bringing folks together and doing real research.

Chairman Reiner noted that there seemed to be a consensus on the Commission to entertain a formal proposal to consider ultimately funding something like this. At this point Chairman Reiner asked for public comments on this proposal.

#### Public Comments

Betsy Hiteshew, past President of the California Association for the Education of Young Children spoke in strong support of this effort and would like to see the Commission be involved on this project.

Jody Brannenburger from San Bernardino County shared that at the local level this will make the work of integrating services and activities within the organizations a great deal easier and asked that the San Bernardino County be considered for the hosting of one of the regional events down the road.

Bonnie Taylor, working at the Resource and Referral Agency in Nevada County, urged the Commission to support and get involved with this project. She offered to host one of the regional events.

## **VI. Chairman's Report.**

Chairman Reiner reported that the way in which votes on funding will be taken in the future would be by a roll call vote as opposed to "all in favor," "all opposed," voice vote.

Minutes are posted on the website, but obviously, they cannot be posted until they have been adopted by the Commission in a public meeting, which creates at least a one month's delay. There have been requests to share the information more quickly based on the meetings. Based on this premise, Chair Reiner directed staff to prepare a summary of each of the meetings' substantive points that can be posted on the web shortly after each meeting. Another possibility being explored is getting a phone-bridge hook-up for county commissions to listen in on Commission meetings or connecting to the Internet to broadcast Commission meetings, making the meetings more accessible than for people having to come physically to the meetings. The technology has not been worked out yet, but an attempt will certainly be made to do that.

Chairman Reiner next reported on discussions held at yesterday's workshops concerning the Commission's objectives and priorities in the long term. A lot of progress was made and the workshop was very productive, however, at the end of the meeting it was felt that another session would be needed or at the minimum more input. Staff will synthesize what was discussed and bring it back to the Commission for further more detailed discussions in order to refine and simplify the objectives. What crystallized out of the workshop was that as a State Commission it will be better to do a few things really well, identify what they are, rather than commit to a laundry list of objectives which would dissipate the resources and efforts. Once the long-term objectives and funding have been identified, this will then be incorporated into the RFP process by which the Commission will entertain grants. The Commission must make sure that the resources are well used and that those objectives are targeted that will give the "biggest bang for the buck" and will have the most impact.

With regard to meeting procedures, traditionally, public comment was allowed at the end of the meetings. The Attorney General's office has recommended taking public comment on each specific agenda item regardless of whether or not there is a vote to be taken. This will allow people to give comments regarding a specific agenda item without having to stay for the entire meeting.

## **VII. Executive Director's Report.**

Jane Henderson, Executive Director introduced the newest members of staff. Maria Campos-Vergara, assistant to Jane Henderson; Patti Huston, Chief of Legislative & Governmental Affairs; and Bryan Hobson, Chief of Administrative Services.

Ms. Henderson gave the following update on the status of county commissions and on the strategic plans. In addition to Alameda County, the Commission now has plans from Nevada County, Los Angeles County, Santa Barbara County, San Diego and Orange County. Other county commissions have adopted plans, but they have not yet been received.

Technical Assistance Center update: The Commission is working in conjunction with the California Center for Health Improvement in providing direct technical assistance to county commissions. At this point there is a highly skilled team of consultants in place who are available to provide direct technical assistance to the county commissions at basically no cost to them. So far, sixteen counties have received consulting services, but in addition to that there is an information clearinghouse and a variety of other services that are available. So far, 43 out of the 58 counties have sought technical assistance through the center. In conjunction with the Commission, the Center is planning a two-day training session, on the 22<sup>nd</sup> and 24<sup>th</sup> for any of the consultants who are going to be working with the counties. It is critically important that everybody has the same vocabulary, that everybody has a very clear, uniform conception of what is meant by strategic planning and results-based accountability and this is the opportunity to make sure that everybody is on the same page. Regular conference calls have also been organized with Commission staff from counties throughout the state. There have been calls on technical assistance needs. Last week, Ms. Henderson participated in a series of phone calls with all of the county commission members going over the draft results statement. A total of 41 counties participated in this call. It is a wonderful way for the Commission's staff to get direct input from all of the commissions. There are plans for several more of those kind of phone calls about a range of issues such as administrative issues, issues around investment strategies, opportunities for collaboration with other organizations, issues around diversity, etc. The information clearinghouse is still very much in the forming stage. So far there are 25 documents available on a variety of issues and these are posted on the Commission's website as well. As more documents become available they will be added. In the spirit of Prop 10, part of the work that is happening in conjunction with the Technical Assistance Center is an evaluation plan, making sure that everything the Commission is doing together is really directly impacting and improving its ability to implement Proposition 10.

Joe Munso reported on the Status of the Inter-agency Agreements and Contracts with respect to the programs that were approved for funding at the January meeting with special emphasis on collaboration among the funded projects. He stated that at the regional meeting there was a great interest and excitement about these resources. One area that received a lot of interest was with assistance in terms of getting websites at the county commission level. There is now technical ability within the Commission's staff to actually host websites for the county, which will enable staff to

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help the county commissions develop their web sites themselves. The Commission's website, though pretty basic right now will be made more updated and user-friendly. In addition, as of today, the Commission's web site is actually linked throughout the whole government website.

In terms of the funding partners, letters were sent to all of the funding partners specifying the final actions of the Commission. They were provided with standardized interagency agreement language; the partners are taking on the actual writing of the interagency agreements for the Commission to speed up the process. The goal is to have all of the interagency agreements into the control agency's General Services, by the middle of March. At this point things are on track and the first round of funding is ready to go.

Commissioner Gutierrez commented that given the volume that is ahead and the Commission's great responsibilities there seems to be a need for more staff to complete the work to be done in a timelier manner and inquired into plans for hiring additional staff. Mr. Munso responded that additional staff would be added as a result of a known need but without building up a bureaucracy. Progress is being made in recruiting general analysts who can help with work in the program area as well as within the administrative area to get the processes done and to begin to do some basic support. In addition, the Department of Education has given approval for the Commission to use educational consultant classes to bring in people with expertise as it relates to early childhood education, development and childcare issues.

Commissioner Gutierrez stated that the work would increase with the RFPs coming out. At next month's meeting there will be presentations on the demographic realities of the state and what that means for Prop 10 and the programs that need to be funded and supported. She stressed that expertise will be needed in that area and the search should be focused on someone with that kind of expertise.

Commissioner Melia asked for the Commissioners to be informed what the context or format might be for staff to let the Commission know what the shape of the plans are that are coming in, what areas are being covered, if gaps can be identified, or just some general ideas staff might have about that process.

Ms. Henderson explained that staff is actually in the process of developing that plan right now. One of primary objects is to have a mechanism to be able to share with commission members on a summary basis, the key components of the county commission plans. Work is being done on refining a plan for reviewing the plans and providing feedback to county commissions.

Commissioner Siegel suggested that one way for the commissioners to jump in would be to, at least, have some grouping of the counties. The commissioners could possibly be divided into teams of two who would be working with staff in order to arrive at some matrix order. It would also be interesting to know how the Commission's guideline areas are reflected in the plans and use those as a screen to determine what will be kept in and what should go out.

Ms. Henderson explained that one of the things staff is working on in conjunction with the Technical Assistance Center is the development of a template, which can be used as a self-assessment tool. When this tool becomes available there will be a variety of different ways it can be used so that it can be used for a qualitative review as well as a self-assessment tool for county commissions to look at areas that clearly are in need of strengthening, or comparing where their plans are strong in comparison with other county commissions, and this will ultimately be something that counties can learn from.

Commissioner Fortune inquired if the Commission has plans from the areas where the largest concentration of funding and population are and the response was that the largest three counties have sent in their plans.

#### **VIII. Communication Director's Report.**

Kristina Parham stated that based on the discussions at the workshop, it will be possible to put together a very creative and proactive plan for the next phase, especially in regards to the social marketing and how the State Commission will interact with the county commissions, particularly with the public education campaign helping them to advertise their local programs. Staff is in the process with the guidance of the subcommittee for the Early Childhood Development public education campaign, of going into production for two new spots and one new Spanish spot, which will be out in late March. There is also an ongoing process of developing the Asian-Pacific Islander campaign, which is set to roll out in April. Based on thoughts and ideas expressed at the workshop, next month a follow up account will be presented regarding where this will go in the next phases, particularly in social marketing and also in terms of how staff will work with the counties as they start to roll out their plans, using the Commission's media account to help drive families and people to those service providers at the local level.

Carrie Hazen, a parent with a marketing degree, stated that parents want to spend time with their kids and one of the things she suggested was to look into the social marketing on doing some type of marketing to employers. Many parents cannot leave their work and are often unaware of the Family Medical Leave Act that allows parents to take time off. Another thing parents are looking at is flex time or working at home. She suggested targeting family-friendly employers. On the lobbying aspect there is a wonderful opportunity to lobby for longer periods of time parents can stay home with their kids. Right now it is twelve weeks.

#### **IX Update on Status of Plans for Receiving Public Input.**

Joe Munso provided a brief plan that builds itself around the products that hopefully will come out of the workshop session, which will provide a road map in terms of the Commission's objectives and priorities for the future. The draft proposal should be viewed as a framework of the meetings as it educates people as to the Commission's priorities and objectives. In asking for feedback

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relating to those priorities and objectives, opinions are requested concerning the Commission moving in the right direction in relation to meeting the needs of parents, children and care givers in California. Efforts will be to ensure that the forums are representative of diverse groups, both in terms of cultural/ethnic diversity as well as diverse groups in terms of expertise and knowledge around various child development issues. Mr. Munso suggested to do four forums around the state and then work with the county commissions in those areas to make sure that whatever is being done is going to complement and not confuse what the county commissions may have just done in terms of community forums or need assessments, etc. locally as part of their strategic planning process. The kind of people invited to those forums would be county commissions, local elected officials, child/mental health advocates and stakeholders, childcare development stakeholders, county health and social service, mental health directors and officers, local school officials, parents and care givers, as well as preschool and kindergarten teachers in terms of looking at early literacy and early learning. Another successful endeavor has been the scheduling a number of teleconferences with county commissions. Public input would be sought that way from county commissions as to the Commission's objectives and priorities. Focus testing or surveys of parents in general, statewide, is another tool to see if the process is on the right track. Once the objectives and priorities are in place and ready to be shared with the public and the stakeholders, they can be taken on the road for further comments, then bring be brought back to the Commission for final approval.

A discussion followed on the timing of the forums, the location and the make up of participating groups, as well as issues to be addressed.

#### Public Comments

Gene Lucas asked that this report also include the process and the forms for the global proposals to be submitted to the Commission.

Gregory Fearon, Marin County Children and Family Commission stated that in order for the local commissions to fully partner with the State Commission in any of the funding adventures, local commissions must also be in the process of doing that. They need as early an insight of what the State Commission is doing as possible, which may be different from the Commission's responsibility to the public about putting out a formal document. As coordinators, they are all trying to take it all in and help the commissions and the State Commission work together.

Ms. Henderson reiterated that the county commissions are very important in terms of being a subgroup that needs to be heard from in a different kind of way than the general public.

## **X. Update on Plan for the Development of Kit for New Parents.**

Joe Munso provided an update on the Kit for New Parents, or the “Welcome Baby Kit.” It is a product that has prompted a lot of interest from a number of people in terms of the development of the kit. The kit was developed because of the necessity of providing new parents with information as it relates to issues regarding early parenting, nutrition, safety, etc. In working with a number of foundations around the country it became apparent there was a great interest for this project. A decision has to be made in terms of developing this kit and how it should be partnered. One idea is that when new parents leave the hospital, depending on the hospital, they will get a product or series of products.

Commissioner Lacey interjected that her survey showed that if breast-feeding is the preferred method, then there must be a substitute for what people take home. Right now they are taking home formula samples.

Mr. Munso explained that there are other points of distribution for this kit, which may warrant another name than Welcome Baby Kit as it can be used in a much broader sense. Hospitals are a difficult entity to work with in terms of distribution because a lot of hospitals have committees that have to be dealt with in order to pass on materials that they will give to their clients. It may be simpler to give hospitals a brochure and a coupon with the 1-800 number on it. The distribution points can be finalized, particularly in conjunction with the county commissions, which may be the best point for getting the kit to the parents. A discussion followed on what should or could go into the kit.

In response to Commissioner Siegel’s inquiry, Ms. Henderson stated that staff has confidence in the UC Berkeley’s Wellness Guide, which is the model for the new Parents Guide. As part of the process they do build in parental reviews and the first version of the Wellness guide has been evaluated for its usefulness. The reason this is not being presented to the Commission as yet is because it is not quite ready, particularly in the area of childcare and development. It has been reviewed very carefully and some more work has to be done before it can be presented to the Commission.

Chairman Reiner stated that 1.5 million videos were distributed, 4200 organizations are using the video and an order for 75,000 was received yesterday, indicating there is a great demand out there. The Chair expressed concern about coordination between the video and the Wellness Guide. People are calling and asking all the time about the kit. The purview of this Commission is to get information to parents and care givers, to help parents be better parents. He suggested for the Commission to make a decision today to fund x-amount of these kits now, as a beginning funding. In terms of the material and what is in the kits, only the concept of these areas can be approved such as early parenting, health and nutrition, early literacy and safety, plus whatever can be added later on.

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Ms. Henderson explained that the concept of the Welcome Baby Kit has been talked about and is an idea that is well received. However, when staff started to look into this it was discovered that a lot of information is already out there and the Commission does not want to spend its dollars duplicating things. It is important to take the time to see what is out there, do research to find out where the effective points of distribution are and to share that information.

A discussion followed on the various videos available vis-à-vis the Commission's video. Commissioner Gutierrez suggested coming back with a plan containing a time line as to where this process is right now. Commissioner Vismara pointed out that within the five areas of initial focus and interest the Sandra Gutierrez resolution should be included regarding the diversity and special needs as a sub-part of that. An extensive discussion followed on what areas should be included in the kit and what criteria should be used to determine the concept and the sources of the information. Commissioner Siegel suggested using the same method as was used to arrive at the guidelines. Commissioner Melia commented that everything the Commission does should have a smoking cessation and control message.

Ms. Henderson reiterated that staff is looking for guidance and direction from the Commission members on which or all of these elements to move forward on, and approval of funding up to a maximum amount to produce products contingent upon the Commission's approval.

**MOTION:** Commissioner Ross moved to adopt the two actions listed at the bottom of page 2, plus Commissioner Siegel's suggestion to have a subcommittee, and in addition to that a time line. (There was no second and no further action was taken on this motion.)

Ms. Henderson explained that there is no need for a vote for staffing. A motion would be in order to approve a dollar amount up to a certain amount that would be contingent upon the Commission's final approval of the product, such as the Parents Guide, which is close to final production. If there are other items on the list that the Commission feels ready to move on, those could be included as well. An extended discussion followed on the contents of the videos and how they relate to the contents of the Wellness Guide. Chairman Reiner stressed the importance of starting up with the design elements for the Baby Kit.

### Public Comments

Mark Friedman, representing Alameda County indicated that this same process is frustrating to his commission as well, and that the Alameda County Commission was thinking of allocating their own money to produce kits. He suggested that there is a lack of an overall work plan that has all the step-by-step elements needed to get to the final goal of the kit. That work plan would have to include a very detailed time line of each step. A budget for developing the kits would be in order, not only for producing them, but how much staff time is required in order to do it. Among the elements not included in the list are some very expensive ones such as distribution. Shipping 500 thousand kits, where to warehouse them, where to send them, etc. is a very large expense. There is

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nothing in the list about assembling the kits, which is a very big project also and will cost a certain amount to assemble each kit. Another thing that might be considered is that there are already many kits being produced around the state by different entities. Some of those people who have experience and have tested some of the elements they have in their kits, should be brought in to consult with whichever Commission members are working on this. Another thing that might be given some thought is a CD-rom, which is perhaps easier to produce and distribute than videos. This would not be in lieu of videos, but having that available for those who would prefer it in that form. Each kit should have a local insert so that each county commission can take the format and put their own information in there. Coordination with the website and linking with the website, having the same theme and design elements in the ads that are on TV with the website, the Wellness Guide and the videos would produce vertical integration.

Gregory Fearon reminded the Commission that the local commissions are engaging hospitals in a serious way to change systems. Babies are welcomed in lots of ways and negotiations are underway concerning ways of dealing with hospitals from a local point of view. Those efforts to try to get program changes should not be undermined by an externally imposed video that shows up. He asked the Commission to be a partner in the county commissions' efforts in approaching hospitals and not to be left out of the process. If the Commission does not partner with the local commissions in what they give out, it could cause chaos.

Chairman Reiner reassured Mr. Fearon that the only way this is going to work is if the Commission partners with the local commissions to make sure that it is done right in the counties.

Responding to a question by Commissioner Vismara, Mr. Fearon indicated it would be awful if the counties would not be considered as points of distribution for this information. He pointed out that his commission found flaws in the videos produced by the State Commissions and there must be assurance to the local activists who are hoping that what comes out is of high quality, is comprehensive and does help the county's own agenda.

Mark Friedman further indicated that these packages are most useful when they are gone over on a one on one basis with a home visitor or a social worker. In just putting them in the hospitals, from experience, the hospitals put them in a corner somewhere and they may or may not remember to hand them out. Particularly in the post-partum period it is so overwhelming for a parent that the preference is to have them in the hands of people before the child is born with a one on one visit.

Chairman Reiner agreed that the focus should really be on strategies to get this to women before babies are born, which would optimize the use and the impact of them.

Andrea Youngdahl, representing the San Francisco Commission raised the issue of Asian languages. The San Francisco Commission would like to augment what the State Commission does by including in the baby kit something like a quilt. She wanted to know where the translation support is going to come from, because if the State Commission is not going to provide this for

Asian languages, the San Francisco Commission will need to know that so that a budget can be set up for that at the local level. With regard to the issue of putting together the packages, she suggested to partner with the people in the developmental disability system.

Chairman Reiner indicated that the initial languages would be English and Spanish. Later on the Asian-Pacific languages will be added. Ms. Youngdahl stated this needs to be done first in San Francisco.

Mike Smith, representing Colusa and Glenn counties referred to developing a time line and suggested that in the spirit of the focus group process to make sure that it looks hard, both in English and Spanish at literacy issues and the targeting. In Colusa county over half of the babies born are born to mothers without a high school diploma or who did not complete eighth grade. From a process standpoint, it would be really helpful in the spirit of engaging the local commissions to think in terms of an overall and longitudinal if you will, over a time period, distribution process. There are many different points in time at which the parent might finally be motivated to take the kid, pay attention to it and really learn from that. Thus some of them can go out through the OB-GYNs and others will go out through the hospital, the infant care centers, etc. and it would really help greatly if when the time line were developed, there can be a conference call to link the county commissions together and really discuss how that time line is going to work. There is a tremendous amount of coordination and preparation that needs to be done at the county level in this regard. To be an active partner, the counties need both the invitation and the information about the time line and what the steps are, as well as what the State Commissions needs from the local commissions.

Marilyn Prehm, consultant from Sacramento, working with state and county organizations primarily in nutrition and health commented that the kit is a great idea. She conveyed similar experiences with her clientele in that, initially, they would obtain consumer input in terms of the format of the kits, using parent groups on a scale from 1 to 10, where videos got a nine and brochures got two. She recommended using that strategy. Parents are interested in things that are quick to assimilate with smaller bits of information.

Nicole Massara with the California Primary Care Association, representing 500 community clinics in the State, encouraged the State Commission, besides looking at hospitals, to also look at community clinics, because they provide the bulk of prenatal care services to low income, special needs and uninsured women. CPCA last year launched a prenatal education campaign, which went out to about sixty clinics. She suggested staff look at that for further ideas and information.

Commissioner Melia commented that having a video relating to second and subsequent order of children is an important subject for the Commission to consider in this process, given that the first order baby kits are most important at the outset. In the long range planning, however, second and high order children ought to be welcomed as well.

Chairman Reiner invited additional comments from the Commission members regarding additional materials, not on the list, that it is felt should be included in the kit. Commissioner Siegel stressed to keep things simple and that it would be a real mistake to over-flood the market. The most important thing is to create a connection to the parents and it must be memorable and helpful giving people the incentive to follow up the information given.

Joe Munso stated staff will proceed with moving ahead to provide the Commission with information, based on the list, of what this kit will be; look at all things related to costs, including design cost; issues of distribution cost; putting the kits together so that the review process can be started. From staff's perspective these things will be taken and shared with the county partners and people who are going to use it and see if it is something that people want to see. That will then drive the building of the time line.

After further discussion on this subject and at Commissioner Siegel's suggestion it was recommended to form an advisory committee that would include two commissioners, x-number of county representatives and perhaps some others and hold a one day meeting.

## **XI Approval of Funding State Commission Initiatives.**

Jane Henderson explained that staff would be proceeding with the Welcome Baby Kit without taking formal approval of dollars at this point in time. The other funding initiatives the Commission was looking at, at the last Commission meeting, are still being looked at in terms of details on issues having to do with developing an inclusion specialist in the childcare development world, as well as extending the accreditation to family daycare homes. This in no way signals any kind of retreat from the commitment, but there were some complex policy and mechanical issues to be worked out. There was no need to take a vote today.

## **XII Report and Discussion: February 16 Work Study Session**

Chair Reiner reported that the Commission spent February 16 in a working session to develop objectives and priorities as they relate to State Commission funding and activities for the coming year. There was a consensus on all the guiding principles that were developed and there were numerous objectives and priorities. Some more time is needed to finalize the items. Part of this has to do with knowing more about county commission plans and filling in the gaps of the local commissions and assessments on their needs have to be made. In generally, it was felt that more time was needed to focus and narrow down the objectives and priorities.

Commissioner Melia stated he found the workshop really useful and spending time, as a Commission, looking at the vision statement, which was developed earlier on, and reviewing the Commission's statutory responsibilities was time well spent. Discussing the most important objectives the Commission has in achieving successes in the three strategic outcome areas resulted in a little longer laundry list than maybe immediately achievable. The main outcome was to chose a

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few jobs and do them well, which will be presented in a document for the public to look at sometime in March.

Ms. Henderson stated that yesterday's goal was to start prioritizing State Commission objectives and priorities, both with respect to funding opportunities as well as other State Commission responsibilities. After going through that process the draft Commission Results were revisited. This is a document that has been widely circulated, including the conference calls with the commissions to look at these draft results. The document now contains the revisions highlighted in italicized print. After further examination and revisions, this document will be brought back to the Commission for final approval in March.

Chairman Reiner invited the Commission members to provide their thoughts and ideas about the draft Commission Results. He referred to page 2 under Improvements in Child and Family Outcomes should now be called Results. On page 3 there is no mention of special needs in there. On a general note, Chair Reiner urged all the county commissions that unless everybody adopts similar indicators to reach certain results, there may be trouble down the road in appropriating funds through the Legislature. There must be a common language in order to be successful and this must be very consistent. The fourth element that was added, Improve Systems for Families Integrated and Accessible Culturally Appropriate Services, was not listed initially in the guidelines as one of the strategic results and should be explained because it is an over-arching connection to everything else. On Improved Family Functioning and Strong Families under long-term results, home visitation programs should be added. In teen pregnancies this can be looked at as an indicator and whether or not there have been second births in teen pregnancies or if there was a reduction in teen pregnancies as part of that element and this should be included as well. Emergency room visits for any number of reasons is a big indicator in terms of a drain on the healthcare system and anything that can reduce these visits for other things besides related to tobacco would be a plus.

Commissioner Vismara indicated his satisfaction with the document. He had one question about using some of the indicators to objectively evaluate and wondered if perhaps in considering some type of state-wide score card system, it would be helpful to identify some of the indicators in a quantitative manner. This way the counties would have information that they could do certain things. It might help if staff somehow would identify those indicators that could be readily quantified.

Ms. Henderson agreed and explained that that is the reason there are long-term results as well as short-term results. Some of the short-term results are actually proxies for areas for which they're no reliable indicators for some of the long-term results to be achieved. A discussion followed on the subject of indicators, culminating in the suggestion that the next step after these are adopted, would be to put together an RFP out to bid for a contractor to come back, take these results and indicators and actually develop tools. This must be done in partnership with other agencies to develop a menu of tools that county commissions can then use in putting together their annual

report, providing a statewide picture of what is going on in California. This would be just the first step to doing longitudinal evaluations, which are very important. A discussion followed on longitudinal evaluations.

Commissioner Gutierrez referred to the section on disparity in services and expressed concern regarding expectations. She reminded the Commission that it took a long time to get here in terms of the disparity in services and it will take a long time to change that. It can be changed incrementally, it is doable and measurable, but it will take a lot of effort.

Commissioner Siegel had comments on page 8 of the Childcare and Child Development section and said she was curious and disappointed to see in the long-term results that the original an increase in the average income of the early care providers was stricken. This is a very important long-term result and she urged the Commission to return it to the up-front page. Ms. Henderson explained that the reason it was stricken was as a result of a conversation with the county commissions who felt that that was sort of singling out one particular result area that could be subsumed in a broader category that had to do with quality childcare, which includes lack of staff turnover. Certainly, the actual increase in average income could be an indicator of a long-term result. It is now included in the long-term results under item A, which is Increase in Percentage of Children Receiving Quality Childcare and in there is Lack of Staff Turnover.

Under short-term results, Commissioner Siegel was also concerned about accreditation. While accreditation is one route toward achieving better quality in childcare, it is not the only route and in fact, the study performed by the National Center for the Early Childhood Workforce has actually shown some of the real challenges in the accreditation model. This would make it the Commission's only road and she would prefer to see some additional wording put in there. A discussion followed on the wording in the various sections of the document after which the discussion was opened for public comments on this subject.

### Public Comments

Gregory Fearon stated that in addition to being the coordinator for the local Prop 10 Commission he serves in different positions giving him the ability to provide comments on a local, regional and state-wide basis. As the President-elect of CCLHDM, the local health data manager in the State of the Epidemiologist and folks who are keeping track of all those records and data from birth certificates that are needed for this work. Many commissions have not engaged locally their data systems in the development of their plan and the connections between all those systems need to be supported, which is a direction the State Commission should help the local commissions get to. The data systems for health are not all complete and are going through some changes and are in need of help. He cautioned staff not to depend on health, even though there are more data systems to keep track of things. This is an ambitious plan and very broad, and while locally he did not have much trouble putting most of these into Alameda's strategic plan, the entirety of these outcomes should not be held to the success of Prop 10. The Bay Area Partnership, which is trying

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to take the entire Bay area region federal and state money and use outcomes as kind of trade for flexibility, may help by joining a lot more money into the cause and therefore it might be possible to get to some of these outcomes using other people's money. But certainly Prop 10 cannot be responsible for all of this. Yesterday, the Commission obtained a clear insight because of the account-based financing that it may not be possible to find ways of funding all three areas of the Commission's charge. At the local level also, combined with that, commissions may chose to put one more than another. After seeing the strategic plans and after allocating some money, the Commission might find that things may be weighted more than the other and that it is not all evenly balanced. This may cause a certain unevenness in the application of the programs and money.

Mickey Richey with the Department of Health Services stated that exercises such as these are very difficult, because it is hard to determine how to verify cause and effect; how one knows what was a direct result of Prop 10, either on a local or state-wide level versus what might be a major change in the economy, in federal policy, program expansion. She wondered if there was room in the plan somewhere for a narrative on extenuating circumstances that could set the stage, whether it is positive or negative, to actually tell the story a little broader than perhaps in a context of numbers of up and down and good or bad.

Ms. Henderson agreed and explained that there will be an opportunity for making that sort of a narrative into the reports when the county commissions give their reports. There may be some other things that possibly the Commission will be funding in terms of evaluations that would include those kind of qualitative studies as well as just the quantitative studies. She cautioned against having unrealistic expectations of what can actually be achieved from Proposition 10 and the way this might play out would be that there will be very specific indicators around families within particular Prop 10 funded programs. Over time one can then look at that population-based data and see if there are any trends that developed.

Jan Brown from Pacific Oaks College reluctantly suggested another indicator on page 5 under Increased Cultural Competence and Service Provision and this would be program and materials that are developed from unique cultural and racial perspectives of a particular group, to reflect communities and people's struggle to gain their identity and to participate more effectively in the dominant culture. Literacy issues are different for a family where there is a second-language learning child. Parenting skills in a context of raising a child in a racist society is another issue. She urged the Commission to consider her comments.

Leticia Alejandrez with the Foundation Consortium offered general comments based on the first Outcomes draft. She asked for a clarification of the language in the Outcomes of the Results document, making a clear distinction between community-wide results and program performance measures, also defining a Result an indicator and a strategy as well as performance measure. In discussing the available data it might be helpful to include or to clarify the data source for each of the indicators. The indicators should be highlighted where there is a data development agenda.

With regard to performance measures, could there be a distinction between inputs, that is quality and quantity of service, as well as outputs for consumer outcomes. In the area of diversity she would like to see a broad input from those involved in diverse communities in order to establish appropriate performance measures for culturally diverse and special needs communities.

Chuck Moss, a pediatrician from San Luis Obispo County spoke out in support of the concept of fluoridation for all children. Even though it is the law, there are only about seven major cities that have fluoridation and the remaining 180,000 children or people do not have access to fluorinated water. As a provider of pediatric services the difference in the teeth is truly amazing. Getting the fluoride to the communities is not a very expensive process and he recommended that under item 3, Increased Child Access to Health and Dental Services, one of the indicators should be access to fluoridated water supplies.

Pat Wheatley from Santa Barbara County referred to the RFP bringing in experts to pull together existing data assumed that there will be a tracking system developed along those lines and hoped that some of the counties will be involved in the design of the tracking systems. The system should be user-friendly, have common terminology that communities across the board can and would be willing to learn and use. She urged the Commission to give thought to involving groups that have had expertise in making this system useable.

Gene Lucas referred to section 3, Parents of Children who are not in Licensed Care and stated that only 30% of the children in California are in licensed care. The 70% and the activities of the parents to increase the education of their children are very important and deserve more than half a sentence.

Gloria Bringelson from San Diego County commented on the RFP and urged the Commission to include counties in the planning for the RFP. San Diego is currently conducting an RFP process to do some of the same type of things that is planned here and it would be good to build on what San Diego county has learned. With regard to longitudinal studies through the public comment process, San Diego County has received a couple of proposals for longitudinal studies and other counties may have also. She wondered if it would be possible to do a survey of counties to determine what type of studies are being proposed.

Andrea Youngdahl from the San Francisco Commission had a comment on linkage and non-duplication, which crosses over to the funding priorities as well. She suggested that staff goes back and look at the major studies that were commissioned around data integration, particularly the public outreach and awareness. There were multi-hundred thousand dollar studies done that never were contributed to California's work. Another study is the BPA study on children with special needs, which was commissioned by the Childcare Development Division, where a whole statewide parent survey around barriers and opportunities for inclusion. Also some pilot projects were done during the part H, now Part C planning period. Even though it is a 1988 study, many of the same

policy recommendations made back then are still the barriers to full inclusion and childcare. She urged staff to use the resources wisely.

Gene Lucas recommended that as soon as possible the Commission think about developing a pre-pregnancy and pregnancy kit in addition to the Well Baby kit. He described the damage that can occur in the first few weeks of pregnancy. He stated that 7 to 10% of the children suffer from a condition called Language-Based Learning Disability. The problem manifest in children having trouble with speech, learning to read, and disliking school, causing 10 - 15% of such children to drop out of high school and less than 2% graduating from college. Remedial programs have been developed, but they are costly and emotionally draining. Since the problem starts in infancy, he proposed that the Commission take the initiative to support a large research program at the infant level in an attempt to develop a method of keeping this condition from ever occurring in normal children.

Commissioner Vismara stated that as a parent of a child with autism he is fully committed to advancing these issues because that type of information are key issues that will help all children.

Bev Craig from Yuba County commented that she would like to see more integration with technology, which might cause children to be further advanced with exposure to technology, especially if there could be some linkage with technologically advanced companies or private industries to make provisions for the smaller, northern rural counties.

Kai-Shen Liu with the California Department of Health Services stated that in the past his department has done studies on controls of environmental tobacco smoking in office buildings. Based on his limited observation in talking to county people as well as state commissions, he has noted a lack of communication between the counties. There is a great need among counties in the same region to share the same health care system, transportation and media. Any mechanism to promote the cooperation across the counties in the same region would be of great help.

Chairman Reiner announced that the next meeting would be in Los Angeles, at the Los Angeles County Board of Supervisors, 500 West Temple Street on March 16, 2000.

#### **XIV Adjournment.**

They're being no further business, Chairman Reiner moved, seconded by Commissioner Belshe to adjourn the meeting at 3:31 p.m.